Amendments to the Claims:

The listing of claims will replace all prior versions, and listings, of claims in the application.

Listings of Claims:

Please Amend the remaining claims as indicated below:

1.   (Currently Amended) A method of providing remote users with a centralized polling environment, comprising the steps of:

creating polls;

assigning an audience rating to said polls;

archiving said polls in a storage area based on said audience rating;

determining an audience rating level of an affiliated website;

searching said archived polls to provide a selected set of said polls, wherein said searching further comprises selecting polls that are more relevant to a user based on that user's responses to previous polls and that do not exceed said audience rating level of said affiliated website;

placing one of said selected polls in a Web page of said affiliated website;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

building updating [[a]] an existing profile for one of said user[[s]] based on said interaction.

2.   (Original) The method according to Claim 1, wherein said creating step further comprises forming a question and a plurality of possible answer choices for each of said polls.

3.   (Currently Amended) The method according to Claim 1, wherein said archiving step further comprises seeking and obtaining approval ~~to archive~~ based on ~~contents~~ said audience rating of each of said polls.

4.   (Cancelled)

5.   (Original) The method according to Claim 1, wherein said searching step further comprises searching for matching terms within poll content descriptors associated with respective ones of said archived polls.

6.   (Original) The method according to Claim 5, wherein said searching step further comprises defining said matching terms according to a marketing campaign.

7.   (Original) The method according to Claim 1, wherein said placing step further comprises embedding a reference link within said Web page.

8.   (Original) The method according to Claim 1, wherein said placing step further comprises embedding said reference link written in JavaScript.

9.   (Original) The method according to Claim 1, wherein said placing step further comprises positioning said one of said selected polls in a predefined area on said Web page.

10.   (Original) The method according to Claim 1, wherein said delivering step further comprises refreshing said Web page and providing results of said one of selected polls within said Web page.

11.   (Currently Amended) The method according to Claim [[1]] 3, wherein said ~~building step further comprises embedding a tag on a user computer~~ audience rating is an established audience rating selected from the group consistent of general audience (G), parental guidance suggested for those 13 years of age or younger (PG-13), and restricted for those under 17 years of age (R).

12.   (Currently Amended) The method according to Claim ~~11~~ 1, ~~wherein said building step further comprises embedding a tag comprising a cookie~~ further including: building a new profile for said user when said user is not associated with an existing profile.

13.   (Currently Amended) The method according to Claim ~~11~~ 1, wherein said ~~building step further comprises keeping a record of said interaction~~

user is associated with said existing profile via a cookie embedded on a user computer.

14.   (Currently Amended) The method according to Claim ~~13~~ 12, wherein said building step further comprises archiving said ~~record~~ new profile in ~~a second~~ said storage area.

15.   (Currently Amended) A computer-implemented system for delivering information to users, comprising:

an application server connected to a network, said application server coupled to a first database comprising an archive of polls, said application server being responsive to requests from a user computer of said network for particular polls from said first database;

a Web ~~host~~ server connected to said network and ~~comprising~~ hosting a ~~Web server~~ website ~~and a second database~~, said ~~Web server~~ website having an audience rating level, said Web server being responsive to request messages from a user computer for a particular Web page from said website and to thereby deliver said particular Web page ~~selected from said second database~~ to said user computer, said particular Web page containing a reference link to polls archived said first database; and

an administrative processor coupled to said application server, said administrator processor executing instructions to provide the functions of:

creating new polls;

assigning an audience rating to said new polls;

archiving said new polls in said first database based on said audience rating;

determining an audience rating level of said website;

searching said archived polls based on predefined search criteria to provide a selected set of said polls, wherein said searching further comprises selecting polls that are more relevant to a user based on that user's responses to previous polls and that do not exceed said audience rating level of said website;

placing one of said selected polls in a Web page from said website;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

~~building~~ updating [[a]] an existing profile for ~~one of~~ said user[[s]] based on said interaction with said one of selected polls.

16.   (Original) The system according to Claim 15, wherein said creating function further comprises forming a question and a plurality of possible answer choices for each of said new polls.

17.   (Currently Amended) The system according to Claim 15, wherein said archiving function further comprises seeking and obtaining approval to archive based on ~~contents~~ an audience rating of each of said new polls.

18.   (Cancelled)

19.   (Original) The system according to Claim 15, wherein said searching function further comprises searching for matching terms within poll content descriptors associated with respective ones of said archived polls.

20.   (Original) The system according to Claim 15, wherein said searching function further comprises defining said matching terms according to a marketing campaign.

21.   (Original) The system according to Claim 15, wherein said placing function further comprises embedding a new reference link within said Web page.

22.   (Original) The system according to Claim 21, wherein said placing function further comprises embedding said new reference link written in JavaScript.

23.   (Original) The system according to Claim 15, wherein said placing function further comprises positioning said one of said selected polls in a predefined area on said Web page.

24.   (Original) The system according to Claim 15, wherein said delivering function further comprises refreshing said Web page and providing results of said one of selected polls within said Web page.

25.   (Currently Amended) The system according to Claim ~~15~~ 17, wherein said ~~building function further comprises embedding a tag on said user computer~~ audience rating is an established audience rating selected from the group consistent of general audience (G), parental guidance suggested for those 13 years of age or younger (PG-13), and restricted for those under 17 years of age (R).

26.   (Currently Amended) The system according to Claim ~~25~~ 15, wherein said ~~building function further comprises embedding a tag comprising a cookie~~ further including: building a new profile for said user when said user is not associated with an existing profile.

27.   (Cancelled)

28.   (Currently Amended) The system according to Claim ~~27~~ 26, wherein said building function further comprises archiving said ~~record~~ new profile in said first database

29.   (Currently Amended) A method of providing remote users with a centralized polling environment, comprising the steps of:

creating polls;

assigning an audience rating to said polls;

archiving said polls in a storage area, wherein said archiving step further comprises seeking and obtaining approval to archive based on ~~contents~~ an audience rating of each of said polls;

searching said archived polls to provide a selected set of said polls;

placing one of said selected polls in a Web page;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

~~building~~ updating [[a]] an existing user profile ~~for one~~ of said user[[s]] based on said interaction.

30.   (Currently Amended) The method according to Claim 29, wherein said ~~archiving step further comprises rating and indexing said contents according to predefined guidelines~~ searching step further includes selecting polls that do not exceed an audience rating level of a website hosting said Web page.

31.   (Currently Amended)   A   computer-implemented   system   for delivering information to users, comprising:

an application server connected to a network, said application server coupled to a first database comprising an archive of polls, said application server being responsive to requests from a user computer of said network for particular polls from said first database;

a Web ~~host~~ server connected to said network and ~~comprising a Web server~~ hosting a website ~~and a second database,~~ said ~~Web server~~ website having an

audience rating level, said Web server being responsive to request messages from a user computer for a particular Web page from said website and to thereby deliver said particular Web page ~~selected from said second database~~ to said user computer, said particular Web page containing a reference link to polls archived said first database; and

an administrative processor coupled to said application server, said administrator processor executing instructions to provide the functions of:

creating new polls;

assigning an audience rating to said polls;

archiving said new polls in said first database, wherein said archiving function further comprises seeking and obtaining approval based on ~~contents~~ said audience rating of each of said new polls;

determining an audience rating level of said website;

searching said archived polls based on predefined search criteria to provide a selected set of said polls and that do not exceed said audience rating level of said website;

placing one of said selected polls in a Web page from said website;

delivering said Web page to permit user viewing and interaction with said one of selected polls in real time; and

~~building~~ updating [[a]] an existing profile for ~~one of~~ said user[[s]] based on said interaction with said one of selected polls.

32.   (Currently Amended) The system according to Claim 31, ~~wherein said archiving function further comprises rating and indexing said contents according to predefined guidelines~~ further including: building a new profile for said user when said user is not associated with an existing profile.

33.   (Currently Amended) A method of providing remote users with a centralized polling environment, comprising the steps of:

receiving a first poll from a first customer;

assigning an audience rating to said first poll;

archiving said first poll in a storage area;

selecting said first poll from a plurality of archived polls for placement in a first web page corresponding to a first affiliate, based on,

the identity of said first affiliate, ~~and based on~~

the identity of a first user requesting said first web page, and

whether said audience rating of said first poll exceeds said audience rating level of said first affiliate;

delivering said first poll to said first affiliate to permit viewing and interaction in real time by said first user; and

updating [[a]] an existing profile for said first user based on said interaction.

34.   (Previously Presented) A method according to Claim 33, wherein said first customer and said first affiliate are different.

35.   (Currently Amended) A method according to Claim 33, further comprising:

selecting said first poll from ~~the~~ said plurality of archived polls for placement in a second web page corresponding to a second affiliate, based on,

the identity of ~~the~~ said second affiliate, ~~and based on~~

the identity of a second user requesting said second web page, and whether said audience rating of said first poll exceeds said audience rating level of said second affiliate;

delivering said first poll to said second affiliate to permit viewing and interaction in real time by said second user; and

updating [[a]] an existing profile for said second user based on said interaction.

36.   (Previously Presented) A method according to Claim 35, wherein said first user and said second user are the same.

37.   (Currently Amended) The method of claim 1, further comprising selecting advertising content based on ~~the user~~ said existing profile, associating the advertisement with a second one of said selected polls, placing the second one of said selected polls and the associated advertisement in a ~~web~~ Web page, and delivering the Web page to permit user viewing and interaction with the second poll and the associated advertisement.

38.   (Currently Amended) The method of claim 37, further comprising updating ~~the user~~ <u>said existing</u> profile based on the interaction with the second poll.